



**DUJMOGRAPHY** is much more than just a photography label, it's a brand that wants to inspire people and stands for quality, lifestyle and creativity. Georg doesn't want to sell just pictures, he wants to sell an experience. While shooting thousands of images in many different types of photography, Georg found out that there are 3 main subjects which he is really fascinated by: Fine Art Weddings, Fine Art Landscapes and Lifestyle Photography.

**Fine Art Wedding Photography** is about creating a cohesive collection of artistic images. It's more than documentation. It's more than candid imagery. *It's about integrating the personalities of the subjects with the setting to craft distinctive images that illustrate the unique appeal of each event.* The fine art approach isn't a model that needs to be mimicked exactly. It's a framework, a mind-set. It is less about aperture settings and focal lengths and more about creating stylish imagery. (Jose Villa)

**Fine Art Landscape Photography** is the opposite of taking a snapshot, it's a type of photography where you don't take photographs just by clicking a shutter of a camera, you make these photographs inspired by a vision. To get the right shot, it's usually hard work: waking up at 4am, sleeping in the car, hiking down rivers during the night or climbing rocks with tons of photography equipment. All this is part of making Fine Art Landscape Photographs. To fulfill the Fine Art standard this type of photography usually needs lots of experience and really expensive equipment. The Famous Landscape Photographer Ansel Adams once said "Landscape Photography is the supreme test of the photographer, and often the supreme disappointment."

**Lifestyle photography** is a kind of photography which mainly aims to capture portrait/people on situations, real-life events or milestones in an artistic manner and the art of the everyday. The primary goal is to tell stories about people's life or to inspire people in different times. Thus, it covers multidisciplinary types of photography together. A lifestyle photographer is not only a portrait or people photographer and loves/enjoys photography as art in everyday life but is believed to be talented in photography that can also do well in many other disciplines of photography at a time such as landscape, street photography, fashion, wedding and even wildlife with one's unique vision to inspire people's life.